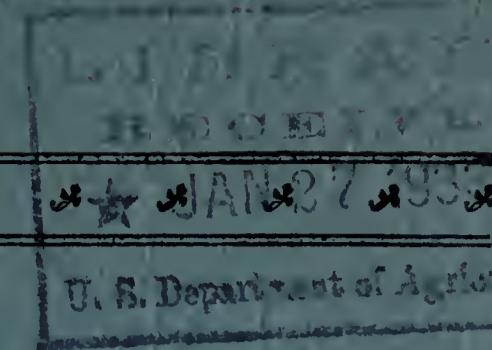


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RETAIL CATALOGUE

1933



Dahlias



Chrysanthemums



This Emblem
Assures You Of
A Square Deal

Premier Dahlia Gardens
George H. Swezey
31 Mertz Avenue
Hillside, N. J.



To Our Dahlia Loving Friends and Customers:

In presenting our latest catalog we wish to again express our appreciation for your valued patronage and support, and to thank you for your gratifying letters telling of successes with the roots and plants purchased of us.

We use our best efforts to keep our stock absolutely healthy and free from disease by the destruction of "runts" or "stunts" and by discarding those that do not come true.

We have kept our list of varieties limited by retaining a very high percentage of those that are placed on the "Honor Roll" consecutive seasons.

The varieties mentioned herein are of exceptional merit and **may be grown to Your Complete Satisfaction**, if you will **Dig Deep, Cultivate Regularly and Keep Insects Under Control**, particularly the leaf hopper.

(For spraying we use "Evergreen" or "Red Arrow.")

READ CAREFULLY

Owing to the abnormal conditions we have lowered prices and are making further concessions, i.e., on retail orders amounting to \$5.00 to \$10.00, you may select **20% in additional stock free**; over \$10.00, **25% free**.

Terms. Cash with order or 25% deposit, balance at shipping time. Orders over \$1.00 sent prepaid. In ordering green plants to be shipped further than 1st zone, add 25 cents for **Special Delivery** to insure plants arriving in good growing condition. We pay all other charges.

Shipments. Roots, May 1st to June 1st. Plants, May 15th to June 10th.

Guarantee. All stock sent out in first class growing condition, guaranteed to be healthy and true to name and to grow if cared for on arrival and after planting and that all not proving such will be cheerfully replaced upon word from the purchaser.

PREMIER DAHLIA GARDENS

Notify us immediately if anything is unsatisfactory when received or if root does not start to grow within three weeks after planting. Our roots are field grown, in soil treated with Potash, for the production of exhibition blooms.

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OUR SQUARE DEALINGS HAVE BEEN COMMENDED BY ALL

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Canadian Customers. Arrange for the importation of Nursery Stock from the United States with the Secretary of the Destructive Insect and Pest Act Advisory Board, Dept. of Agriculture, Ottawa, and file the permit with the Collector of Customs so shipments may be cleared, sending the number of the permit to us that we may place it on the shipment. Owing to the extra hazards caused by inspections, repacking and delays, we cannot guarantee safe delivery of plants. The delivery of roots proving far more satisfactory.

Order Early to avoid disappointment, as orders are filled in rotation. The stock of some of the varieties is limited.

Sincerely yours,

GEORGE H. SWEZEY

PREMIER DAHLIA GARDENS

31 MERTZ AVENUE HILLSIDE, N. J.

JOIN THE AMERICAN DAHLIA SOCIETY

If you are not a member of this great Society you should join by all means. The dues are only \$2.00 the year, which entitles the members to the Bulletin free. The vast amount of useful information published in each issue of the Bulletin is worth many times \$2.00 to any Dahlia grower.

Mr. C. Louis Alling, West Haven, Conn., is Secretary.

1933 INTRODUCTIONS

AMELIA EARHART (Cordes-Eastman)—The outstanding dahlia of the year. One of the largest dahlias grown, 13x8. The formation and color are most artistic. Semi-Cactus, Apricot Buff, base of petals primrose. Winner of Am. Home Achievement Medal at N. Y. and Baltimore. Winner in seedling classes at Atlantic City, Baltimore, N. Y., Bryn Mawr, Washington, Richmond and Los Angeles. Won largest flower class at Baltimore and Washington. **Plants \$7.50.**

CAMEO (F. & M. No. 5)—An Informal Decorative of true coral pink with the color deepening towards the center; petals are overlaid with a glistening golden sheen, reverse of petals a deep rose pink making it extremely beautiful. With field grown blooms it was runner up at the three largest Eastern shows for the Achievement Medal. At Bryn Mawr it was awarded a special prize (silver medal) for its beauty and size. If you want to reserve Cameo and early order is advisable. **Plants \$5.00.**

FLORENCE LOUISE (Ostrander)—An extremely large I.D. of pale sulphur yellow, each petal serrated, giving deep and thick appearance to flower, blooms freely. Winner in class for largest dahlia at Atlantic City and at A. D. S. show in N. Y. City. **Roots \$12.00; Plants \$6.00.**

JANE DEW (Dew-Ruschmohr)—A magnificent true, clear pink I D that will rank with the best, the large blooms are very attractive. **Plants \$5.00.**

JANE DIXON (F. & M.)—Formal decorative of a lovely shade of salmon orange, an exhibition dahlia of great depth. A true Autumn shade with reverse a coral color: petals pointed, stems long, stiff and straight, dark green insect resisting foliage. **Plants \$5.00.**

LaFIESTA (Cordes-Eastman)—Another monster of a distinctive new type; I D, having the appearance of a high chrysanthemum. Color, butter yellow, penciled red, 12x8. Perfect growth. Winner Am. Home Achievement Medal, Los Angeles, 1931. Winner in seedling classes, 1932, at New York, Camden and Richmond. **Plants \$5.00.**

MONMOUTH GENERAL (Kemp.)—I D. A novelty of distinctive new shade of color described by Mr. Derrill W. Hart as bright henna, somewhat the same tone as F. W. Fellows, terra cotta

PREMIER DAHLIA GARDENS

at center, large, full petaled and of great beauty. On "Honor Roll." Plants \$5.00.

MONMOUTH PENNANT (Kemp.)—I D Here is a bi-color whose flashy combination of orange-scarlet and white attracts immediate attention and is outstanding. Plants \$3.75.

PASTEL GLOW (Artland-Ruschmohr)—I D The transparent dahlia. Color, white with mallow purple reverse showing thru. Beautiful and alluring. Plants \$5.00.

SANHICAN'S SUNSHINE (F. & M.)—S C An exhibition dahlia of clear bright yellow with the outer row of petals showing a faint tinge of bronze. Early and free bloomer, the large flowers are carried well above the foliage on straight stiff stems; petals quilled. Should replace Ambassador which it greatly resembles. Plants \$3.75.

KEMP'S WHITE WONDER—I D This sensational white dahlia is a seedling of Ft. Monmouth. The giant blooms are pure white with long twisted and curled petals; many blooms, measure 12 inches across by 8 to 9 inches in depth. Stems stiff and erect. Foliage thick and leathery like and very resistant to injury from insect attacks; good root maker. Plants \$7.50.

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1933 LIST OF PRIZE WINNING AND HONOR ROLL DAHLIAS

Abbreviations: F D—Formal Decorative; I D—Informal Decorative; S C—Semi-Cactus; C—Cactus.

	Roots	Plants
AIKO, (S C) —1932 Introduction. Large and striking. Color cardinal or deep carmine with silver reverse showing at center and tips.		2.50
AMERICAN LEGION (I D to S C) —Massive clear yellow on good stems. Winner of Am. Home Sweepstakes Medal, Atlantic City Auditorium Gold Medal and many other prizes.	10.00	5.00
ANDRAE ERICSON (I D) —A 1930 Honor Roll dahlia of pure white.	4.00	2.00
ARTHUR W. GREY, (I D) —A large dahlia on good stems. Petals are curled and twisted, bordering closely on the semi-cactus class. Color a pleasing combination of golden-yellow apricot and shrimp pink.	2.00	1.00
BAGDAD, (I D) —A flaming scarlet red at last. Tall, sturdy grower. Flowers massive.	2.50	1.25
CAPRICE, (I D) —This stunning dahlia won two gold medals in 1930 and again in 1931, two first prizes. A strong, healthy grower bearing large blooms of golden yellow shading to salmon pink.	4.00	2.00

P R E M I E R D A H L I A G A R D E N S

Roots Plants

CARDINALIS, (F D) —Brilliant cardinal red of splendid formation. Greatly admired by visitors to our gardens.	1.50
CHAMPOEG, (I D) —Waxy canary yellow shading to salmon pink. An exceptionally beautiful dahlia. Stems good.	3.00 1.50
COLOR SARGEANT, (I D) —A striking dahlia in form and color, rich salmon bronze.	1.00
DONNA CALIFORNIA, (I D) —Deep rose pink, suffused with lavender. Extremely large blooms in abundance. Stems very long and strong.	2.00
DR. JOHN H. CARMAN, (F D) —Large, deep broad petaled tyrian rose tipped petunia and silver.	1.00
DWIGHT W. MORROW, (I D) —Gigantic size and rich red color combines to make this specatcular dahlia much admired. Won as best informal decorative seedling at Atlantic City in 1930.	4.00 2.00
EAGLE ROCK FANTASY, (I D) —This giant is a clear mallow pink unshaded. It has great depth and can be grown to a great diameter.	7.00 3.75
EAGLE ROCK WONDER, (S C) —Another mammoth dahlia of mars-orange shading to orange buff.	2.50
EDWARD THOS. BEDFORD, (F D) —This is a very large deep purple. Stems ideal. A strong and vigorous grower.	2.00
ELIZABETH CARTERET, (I D) —Large flowers of rich cerise with silver reverse. Stems stiff and upright.	1.00
FLORENCE KLEIN, (I D) —Large copper orange.	1.00
FORDHOOK EMPEROR, (I D) —Large flowers of red, gold salmon and orange.	1.00
FORDHOOK VICTORY, (I D) —Massive flowers of tyrian rose.	1.00
FORT MONMOUTH, (I D) —Giant rich claret. Very much admired.	1.00
FRAU O. BRACHT, (C) —A German introduction of merit. Color clear pale primrose. Very beeautiful. C. of M. at Storrs, 1929.....	2.00 1.00
GIRL OF HILLCREST, (I D) —A 1932 introduction of unusual merit. Color brilliant Mikado orange. Blooms average 10 inches across, of great depth borne on long stiff stems.	5.00 2.50
GRAF ZEPPELIN, (F D) —Pure white. Awarded a Certificate of Merit at Storrs, scoring 86.	1.00
GOOD NIGHT, (I D) —Color is ox-blood shaded maroon, very dark. Splendid for contrast in the garden or home.	2.00 1.00
IDA PERKINS, (F D) —Another beautiful white with cream center. Winner of Garden & Home Sweepstakes at Boston in 1927.....	.75
IMPERIAL PINK, (I D) —Graceful and artistic, an impressive dahlia of beautiful rose pink with primrose shadings. Flowers very large.	4.00 2.00
INDIANA MOON, (I D) —Received C. of M. at Storrs in 1930. On Honor Roll 1931, and introduced in 1932. Color flesh ochre, flushed pink salmon and gold.	5.00 2.50

P R E M I E R D A H L I A G A R D E N S



Roots Plants

ELIZA LONDON SHEPHERD, (I D) —		
Color, rich golden apricot. Called the Dahlia Beautiful. Entirely distinct in coloring, formation and growth.	2.00	
ISABEL McELNEY, (F D) —A 1931 introduction. Large flowers in a combination of two colors of pink. Bushes low growing, but not dwarf. Very prolific bloomer.	3.50	1.75
JANE COWL, (I D) —Sensational wherever shown. Color bronzy buff and gold.50	
JANET SOUTHWICK, (I D) —Large blooms of bright burgandy red. 1932 introduction....	5.00	2.50
JEAN KEEFER, (I D) —A 1932 introduction. Color a brilliant rose pink. Very attractive....	5.00	2.50
JEAN TRIMBEE, (S C) —The flowers are very large, many 11 to 12 inches and are a beautiful rich petunia violet in color.....	3.50	1.75
JENNY LIND, (I D) —A magnificent pink. Very strong grower, bearing big blossoms.....	2.50	1.25
JERSEY'S BEACON, (F D) —Chinese scarlet. Much in demand.50	
JERSEY'S BEAUTY, (F D) —Fine pink. Still a favorite.50	
JERSEY'S MELODY, (S C) —A 1932 introduction. Tyrian rose shading to silver on tips with a silver reverse. A striking variety on fine stiff stems.	2.50	

P R E M I E R D A H L I A G A R D E N S

Roots Plants

JERSEY'S METEOR, (F D)—Light salmon, orange. Splendid exhibition flower on good stem.	2.00
JIM MOORE, (I D to S C)—One of the outstanding 1930 introductions worthy of a place in any garden. Color, primrose yellow, shaded gold and suffused salmon.	1.50
JOSEPHINE G. (S C)—True rose pink, petals tipped pinard yellow. Very attractive. On Honor Roll since 1930.	1.50
JUDGE MAREAN, (F D)—An old favorite. Color salmon, orange, yellow and red.	.35
JUNE JUSTICE, (F D)—Massive blooms in shades of rhodamine purple and tyrian rose.	1.50
KARL BONAWITZ, (S C)—Very artistic. Color is a brilliant velvety carmine. Greatly admired.	4.00 2.00
KATHERINE COLE, (F D)—A very beautiful dahlia. In color it is a combination of light pink and cream. Stems long and stiff. Profuse bloomer.	1.00
KATHLEEN NORRIS, (I D)—Reports from various localities placed this wonderful dahlia with the leaders during the past season. Blooms are of gigantic proportions. Color rose pink to mallow pink.	2.00 1.00



KING MIDAS, (I D)—Giant golden yellow.	1.25
LORELEI, (F D)—White edged pink.	1.00
MARMION, (I D)—Yellow, bronze center.	.50
MARGARET W. WILSON, (I D)—Silvery pink. Still popular.	.50

P R E M I E R D A H L I A G A R D E N S

	Roots	Plants
MAY D. SCHWAB, (I D) —Chinese violet.....	.50	
MABEL DOUGLASS, (I D) —Large flowers in clear pastel lavender.	3.00	1.50
MEADOWBROOK, (F D) —Scored 87 at Trial Grounds. Giant flowers of light mal- low purple, edged mallow pink.	5.00	2.50
META SCAMMEL, (S C) —Pale amaranth pink. Handsome.	1.50	
MONMOUTH CHAMPION, (F D) —A great favorite and prize winner bearing many mas- sive blooms of brilliant orange flame.....	1.50	
MRS. ALFRED B. SEAL, (I D) —One of the specially good ones. Large flowers of rich old rose.	1.50	
MURPHY'S MASTERPIECE, (I D) —1932. A hugh deep dark red shading towards gar- net. The monster blooms are held erect on good stiff stems.	5.00	
MYRA HOWARD, (I D) —1932. Saffron yel- low and gold with tints of salmon. Winner of Am. Home Achievement Medal as a seed- ling at A. D. S. show in New York.		3.75
NELLIE AUSTIN, (I D) —Peach-red streak- ed buff yellow.	1.00	
NEW GLORY, (S C) —The best bi-color. Ox- blood red, tipped white. Very handsome.....	1.00	
NOVA, (F D) —Bright old rose.	1.50	
OMAR KHAYYAM, (F D) —Chinese red at base of petals shading to a bright orange and tipped lighter. Scored 86 at Storrs.....	2.50	1.25
ORIENTAL BEAUTY, (C) —Clear brilliant rose pink, lighter at tips. Possesses sheer beauty.	2.00	1.00
ORINDA, (F D) —Hugh dahlia on long stiff stems. Color one tone deep, rich mauve or fushia.	2.50	1.25
PENN CHARTER, (I D) —Large flowers of gold tinted with reddish apricot.	1.25	
RED BIRD, (F D) —A very attractive scarlet red tipped gold. On Honor Roll last season.	2.50	1.25
SANTA BARBARA, (F D) —Pink, suffused salmon pink.	1.50	
SAN BERNARDINO, (F D) —Deep rose pink.	3.00	1.50
SATAN, (S C) —The outstanding 1932 intro- duction in the West. One of the largest and most sensational dahlias grown. Horn like petals of flaming red with touches of gold. The immense blooms are held erect on long cane-like stems. Winner of many prizes the past season.	12.50	6.25
SEAL'S CALIFORNIAN, (I D) —Yellow and rose pink.75	
STAR OF BETHLEHEM, (C) —Pure white, somewhat resembling a star.	2.00	1.00
SUNNY JIM ROLPH, (S C) —Yellow deepen- ing to a bright orange at the center. Named for the Governor of California.	3.00	1.50
SUPREME GLORY, (F D) —Rich yellow with touch of red on reverse.	2.50	1.25
TANG, (I D) —Here we have a very hand- some dahlia in a combination of attractive colors, bright tawny orange flame, the petals twisting to show the tan reverse.	5.00	2.50



Roots Plants

ROBT. E. LEE, (S C)—Color, bright luminous cardinal red, reflex lighter.	1.50
THE WORLD, (F D)—Rosy magenta and silver.	1.00
THOS. A. EDISON, (F D)—Royal purple.	1.00
TREASURE ISLAND, (F D)—Apricot, gold and rose.	1.00
WALDHEIM SUNSHINE, (I D)—Yellow and gold.	1.00
W. H. WAITE, (S C)—Delicate coloring of shell pink shading to a cream center. Perfect form and a beauty.	2.00 1.00
WANDEL'S BRIDE, (S C)—Another good dahlia, delicately colored with white and pink. Free bloomer.	5.00 2.50
WANDEL'S FIRE BALL, (F D)—One of the best dahlias in our gardens last season, attracting immediate attention. Color, grenadine red shading to bright yellow. Bushes are covered with blooms thruout the entire season.	5.00 2.50
WANDEL'S REDBIRD—As described under Redbird.	
WATCHUNG WONDER, (I D)—Massive blooms of royal red and gold.	2.00 1.00
WHITE WONDER—See Kemp's White Wonder. 1933 introduction.	

PREMIER DAHLIA GARDENS

MINIATURES OR CHARM DAHLIAS

Considerable interest is being shown in the Miniature types and we are therefore including in this catalog four Honor Roll Miniatures, one of which is a 1933 introduction. Bushes average $2\frac{1}{2}$ to 3 feet.

Roots Plants

MT. WHITNEY SUNSET, (Frame)—1933

introduction. This miniature decorative received a Certificate of Merit at the Trial Grounds at Storrs, Conn., in 1931. A prolific bloomer, lovely color. A gem whether in the garden, exhibition hall, or in home decoration. Mt. Whitney Sunset is a 100 per cent winner.

1.00

AGALIA—Orange fawn overlaid salmon, very fine.

1.00 .50

LITTLE JEWEL, (Min. F D)—Bloom 2x1.

Color is a pleasing peach blossom pink. Exceptionally fine cut flower especially for decorations.

.50 .25

PINK PEARL—MIN. PEONY OR CHARM

DAHLIA—Lovely rose pink, showing a golden disc. Petals are waved and twist like an aster flower. Plants about 3 feet tall, always covered with blooms.

1.00 .50

Special—One each of the above 4 varieties for \$1.75

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EARLY FLOWERING HARDY CHRYSANTHEMUMS

The varieties we supply are perfectly hardy provided they are not water soaked all winter or frozen by lying in ice that has formed about them. They should be given a slight protection of dry leaves, straw, pine needles or peat and if in well drained soil will survive without any losses. They should be divided in the spring so that one shoot remains to make the future plant. Open flowers are injured by the severe frosts, but the unopened buds are unharmed and flowers may be enjoyed long after the Dahlia blooms are gone.

We offer plants from $2\frac{1}{2}$ in. pots at greatly reduced costs, giving an opportunity to secure choice collections carefully balanced in colors of white, pink, amber, orange, yellow and others.

Six plants for \$1.00

Fifteen plants for 2.00

One hundred plants for 10.00

Used in conjunction with Dahlias they make a most glorious fall garden.

PREMIER DAHLIA GARDENS

Geo. H. Swezey

31 Mertz Ave., Hillside, N. J.

HOW TO GROW GIANT DAHLIAS

Dahlias are easily grown, requiring no special skill to bring them to perfection.

They prefer a sunny location but do well in partial shade but should not be planted near large trees.

They grow best in light, porous soil having good drainage. Sand, pulverized wall plaster, or fine coal ashes should be added to lighten heavy clayey soils.

If manure is used it should be well rotted (best applied in the Fall) and thoroughly mixed with the soil which should be dug deep (12 to 18 inches).

A green cover crop of Winter Rye planted in the Fall and turned under in the Spring will add valuable humus to the soil. If the ground is worked over early in the Spring, good results will be obtained by planting a cover of Oats and Canadian Field Peas. Green cover crops should not be permitted to grow tall and harden and should be turned under when about 12 inches high. They will then rot in from two to three weeks without loss of their benefits. About a week before planting time broadcast and spade under, commercial fertilizer of 4 per cent nitrogen, 8 per cent phosphoric acid and 6 per cent potash, (advertised as 4-8-6). Five pound should cover approximately 200 square feet.

Dahlias may be planted from May 1st to July 1st, but in this locality June 1st to June 15th is best. They should be planted three feet apart in rows and the rows should be at least three feet apart, four feet or more is better if room is available.

Drive a stake to support each plant. The stake should be four or five feet above ground.

Never plant clumps, but separate the tubers, planting only one in each hole, being sure they have a growing eye. Lay tuber flat with eye up and two or three inches from the stake and about six inches deep. Cover two inches with pulverized soil gradually filling to level as plant progresses. Keep the top soil finely pulverized at all times by cultivating frequently; never allow it to harden.

Watch for cut worms and protect plants from same by placing a ring of roof paper cut three and one-half inches high about the plant. If plant does not do well examine it closely and if it contains a stalk borer a small hole will be found in the side. Squirt a few drops of a mild solution of Black Leaf 40 in the hole. If the plant does not improve in a few days cut back the plant until you find the borer. Shade the plant from direct rays of sun for two or three days and it will in all probability make a quick

recovery and a healthy growth. If troubled with Aphis or Leaf Hoppers spray with "Evergreen" or "Red Arrow." Red Spider may be controlled by spraying foliage with hose.

Some growers make compact bushes of their plants by pinching out the top when three sets of leaves appear.

Never allow more than one or two stalks to grow (the flowers will be finer if only one is permitted), pull out all others.

Tie plants to stakes securely as they grow in height.

When buds appear scrape away enough earth and put in a trowel full of sheep manure, replace the earth and water with two or three pails of water. Repeat every two weeks and wonderful blooms may be had.

Stop cultivation and give plenty of water when flowers appear. A thorough wetting of the soil once a week will improve the blooms extensively. Disbud for large blooms by removing the two side buds, leaving main bud on each shoot; also remove the laterals below this bud to the third or fourth set, this will make long stems to your blooms.

After the frost kills the plants, dig carefully so the necks of the tubers will not be broken; cut back the stalks to three or four inches, turn down to permit to drain; dry in sun three or four hours and place (stems down) in paper lined boxes or barrels covering with paper, bags or carpet. Dry, clean sand or dried peat is also used successfully for storage. Keep in cool, dry place and examine from time to time. Do not permit them to dry out and remove decay or mold if found.

In Spring, when eyes have developed, divide clumps with sharp knife or shears, leaving eye to each tuber.



